

## The Standard.

Entered as second-class matter at the Postoffice, Ogden, Utah, under Act of Congress.

Published Daily, except Sundays, by Wm. Glasmann.

## SUBSCRIPTIONS.

One Month, in Advance.....\$ .75  
Six Months, in Advance..... 4.25  
Twelve Months, in Advance... 8.00

Above prices include Sunday Morning Examiner Free.

**Circulation Guarantee**

This Guarantees that the circulation of the EVENING STANDARD has been and is being maintained in accordance with the advertiser's Certified Circulation Blue Book.

This Paper has proved by investigation that the circulation records are kept with care and the circulation stated with such accuracy that advertisers may rely on any statement of same made by the publishers under the ownership and management in control.

Aug. 29, 1938.

### THE STANDARD RATE CARD

(In Force Feb. 1, 1938.)

Flat Rate, Any Number of Inches. Changes Daily Per Inch

Once each week	Twice each week	Every other day	Every day
26c	24c	22c	20c

**SPECIAL POSITION**—Pages 5 and 6, two cents per inch extra. Pages 7 and 8, one cent per inch extra.

**TOP OF COLUMN**—Next to reading matter and first following and next to reading matter, two cents per inch extra. Other selected position, one cent per inch extra.

**FIRST PAGE**—Fifty cents per inch each day, on lower half of page only. **SPECIAL CONTRACTS** will be made for advertisements running weekly or monthly without charge.

The Standard invites the attention of advertisers to the above rates for 'advertisements in The Evening Standard' rates in Utah.

We guarantee that no other paper in Ogden has even one-half the bona fide actual subscribers that The Evening Standard has. In fact we challenge the comparison of any subscription list with that of The Evening Standard. THE STANDARD PUBLISHING CO.

### WAKE UP TO THE OPPORTUNITIES.

Gifford Pinchot, in his Tabernacle address, confessed that the impression made upon him during his presence at the session of the National Irrigation Congress in Ogden was a weighty factor in deciding on the location of the forestry headquarters for this district.

This is something the people of Ogden should ponder over. The benefits of boosting are brought home to us. The Congress might have appeared as a thing of passing worth only, to be classed with holiday jollifications, but evidently it was something more. Aside from the work of the congress, the gathering helped to draw outside attention to one of the most beautiful spots in the United States and gave men of the broad view of Mr. Pinchot a surprise which held their admiration even after they had left the city.

Why not another congress, this time the Wool Growers' convention, and why not put the same thought and energy into making the event a success? And again, why not go out after other conventions and become famous as a convention city whose people are hospitable, enterprising and worthy of even a greater city.

### MONEY FOR THE PARK COMMISSIONERS.

The city administration is said to have receded from its position of refusing further aid to the park commissioners, and, at an early session of the council, the proposition will be made to vote the commissioners \$5,000. This change of front is said to be due to the representations of the park commissioners who urge the necessity of at least \$5,000 to carry out some of the plans of the board as originally determined upon.

Money for park purposes is a good thing if the city is so financially at ease that, after meeting the most exacting demands of the city government, there is a surplus available for those things which may be defined as municipal luxuries.

We have not so closely inquired into the financial condition of the city as to be able to say whether the municipality would be justified in appropriating \$5,000 to the park commissioners, but our idea is that the city should regulate its expenditures as does a private citizen who first decides upon what his outlay is to be for necessities and then indulges in luxuries if his purse contains a good margin of surplus. It is for the city officials, of course, to determine the relative importance of improvements calling for outlay. It may be that the beautifying of the city by the planting of trees, shrubbery, grasses, etc., will appeal to them as a necessity.

### ON CITY HALL SQUARE.

There is talk of a joint city and county building for Ogden and Weber county. Those advocating the co-operation of the two divisions of local government in the construction of a central administration building contend that with the growth of the city and county, the court house and city hall will become congested and, building for the future, an imposing, roomy structure should be erected in the center of the city square, at about the point now occupied by the foundation of the city fountain.

In connection with this prospective improvement comes the offer by a man of wealth to lease the northeast corner of City Hall square for a long period, with the understanding that upon the site will be built a \$200,000 office building. A modern office building is needed and would prove a desirable acquisition to that part of the city.

The one big stumbling block in the way is the present inability of the city to join in any extensive improvements owing to its depleted treasury and exhausted bond credit within the limits set by the constitution.

At some time in the future, as the city and county increase in population and wealth, some such movement might receive sufficient support to become a reality.

### AT THE SOUTH POLE.

The hardships of the Shackleton party, in an attempt to reach the south pole, should prove a cogent reason why no further efforts should be made in that direction. The region around the pole was reached during summer in the southern hemisphere, still the thermometer indicated 50 degrees below zero. The cold was so severe that it reduced the internal temperature of the bodies of the explorers and placed the entire party in extreme peril through lowered vitality.

The daring fellows were within 111 miles of the south pole, which point, from an eminence, might have permitted them, by the use of field glasses, to have covered the spot which is designated as the pole. They, therefore, accomplished as much good from a scientific standpoint as though they had trod upon the polar snow.

Lieut. Shackleton advanced 400 miles nearer the pole than any other explorer. The first Antarctic expedition was by Cook, which set sail prior to the time of the founding of this government, or in 1773. He failed by 1200 miles to reach his objective point. The records made by other explorers are as follows:

Bellinghausen, 1821..... 900  
Weddell, 1823..... 800  
Morrill, 1823..... 800  
Dumont d'Urville, 1840..... 1100  
Ross, 1841..... 700  
Borchgrevink, 1900..... 500  
"Discovery,"..... 500

The most important result of the voyage is the locating of the "Magnetic South Pole," which was determined to be in latitude 72 degrees, 25 minutes, longitude 154 east. The "Magnetic North Pole" is many degrees further from the north pole than is the Magnetic South Pole distant from the south pole, but both magnetic poles are variable, which accounts for discrepancies in old and new surveys based on lines run by the compass.

Lieut. Shackleton's success is comparatively greater than that of Peary, Nansen or Amundsen. The latter reached 86 degrees, 33 minutes north in 1900.

### ARBOR DAY IS ON APRIL 15.

Now is the time to plan for Arbor Day. The Governor has fixed April 15 as the date on which the state officially will observe the day. A few years ago Ogden made memorable the occasion by a parade of the school children. The trooping of the little ones was a most impressive sight. It would not be a bad idea to repeat that object lesson of the importance of the day.

The Governor, in his proclamation, announces:

"Whereas, A custom, full of profit, powerful in producing good and helpful toward advancing the beauty of

our surroundings, has been established, the observance of which has become nation-wide; and,

"Whereas, In recognition of this usage, the statutes provide that the governor shall issue a proclamation recommending the observance of Arbor day;

"Now, therefore, I, William Spry, governor of Utah, do recommend that THURSDAY, APRIL 15, 1939, be celebrated and observed as Arbor day by the people of this state, by the planting of trees, shrubs and vines, in the promotion of forest growth and culture; that state, county and municipal officers take advantage of this occasion to adorn the public grounds; that the schools of the state hold appropriate exercises, that the children may participate in and be impressed by this splendid custom; and that the citizens generally beautify their private grounds by the planting of trees and shrubs and expend such other efforts as shall be in harmony with the general character of this holiday."

### SPRING FASHION.

In the spring a woman's fancy lightly turns on things to wear, says the New York World. It is no mistake to place the peach-basket hat among the topmost topics of the present hour. Touching the other extreme, there is the proposal to increase the tariff on stockings, although we are not in the habit of cultivating fashions for revenue only. Despite the threatening duties, there are to be many tints, from violet to violent, with or without ornamental designs from elusive to exuberant.

To fair followers of fashion who are blessed with elbow dimples the return of the long sleeve should be a painful event. Yet if the designer of new things decrees no radical departures, how shall they know he is busy? Art in the mode cannot live by grace alone. It is perhaps a related fact that skirts are to be tauter and underskirts to multiply. Those need the money who sell such stuff as petticoats are made of, hence away with the scant severity of the Dietre folds. Let us live and let live without getting out of style.

Along with modes in dress there are modes in thought. These affect as well girls in college as women in cults. At Vassar, therefore, following a fashion of the moment, there is a discussion of sexless suffrage, and we read in one gentle protest that women should not vote because they "have a higher sphere." To which the response is immediate and obvious: "If women have a higher sphere it should be all-inclusive and not withdraw itself from the lower sphere."

To turn from the abstract to the concrete—not even the peach-basket hat should be immune to the office-seeking bee.

### IMPROVEMENT IN BUSINESS.

The Financier sees signs of prosperity and says:

There has recently been noticeable an improvement in business conditions which has been most marked in those lines of activity that are likely to be affected by tariff reduction. It may be observed that this statement does not agree with that of the "spies" who were sent into Canada to survey that land preparatory to its occupancy by the children of Israel in their exodus from Pharaoh's oppression; nevertheless, the statement is true and it is capable of absolute verification. We will mention a few instances of improvement which seems to confirm the general statement we have made. Larger quantities of steel have been bought for railroad use than before; such purchases would not have been made were there fear of depression following tariff revision. The season's crop of wheat has been marketed at a higher average of prices than in many years; moreover, exporters of grain and other commodities have realized more for their bills of exchange when they have been converted into credits than has been the case in many years. These unexpected results of the agricultural industry have encouraged increased acreage for the coming season, they have further enriched the farmers, contributed to the creation of new capital and credits and paved the way for general recuperation when the tariff bog shall be laid. Such results may, however, be regarded as largely sentimental, they are, though, wonderfully substantial. Money has been gathered into banks; there to await the signal for its employment, when business shall revive; the funds have contributed to the offering of money to mercantile borrowers at lower rates than for a decade, thus providing means for the procurement by manufacturers of raw material for conversion into finished goods and, what is of greater importance, enabled mills to be operated on full time with an undiminished wage scale.

It is true that monetary congestion has been one of the results of the injection of this newly created capital into our currency system; congestion is, however, infinitely preferable to stringency, which has a widespread demoralizing effect upon every important interest; the former is correctible without causing distress, while the latter is destructive of values and imposes oppressive burdens. A careful survey of the field of activity discloses improvement everywhere; this indicates confidence and encourages renewed efforts to promote prosperity. The coal, iron and steel and all the

principal manufacturing enterprises have been in a state of preparation for re-establishment since the change of administration was effected which gave assurance to the people of the replacement with a sound and constructive governmental policy of the destructive and irritating attempts at reform which have been so disturbing in recent years. Not the least of the evidences of favorable change, following the advent of the new administration, have been those reflected in court decisions; these have followed the traditional lines of safety; iniquitous laws have been rendered nugatory and the constitution has been upheld by interpretation of its letter instead of the intent of its framers. Court calendars have been cleared with marvelous rapidity of cases that have been recorded for appeal and principles that have been established and upon which litigants could rely now are reaffirmed and no attempt been made either to give them a forced interpretation or to characterize decisions contrary to the views of the executive as miscarriages of justice.

This is the season when mercantile buyers assemble at the chief markets to replenish their stocks of goods; their testimony is cumulative of general improvement. There is no hesitancy in effecting selections, the condition of the retail markets, and the shelves of tradesmen show the results of the winter's consumptive demand, stocks need replenishment and this, too, to a greater extent than heretofore, the people have the money to spend and goods in large volume will be needed to satisfy their demands. Efforts have been made to magnify the injury that will be inflicted upon steel and iron by reductions in tariff schedules; the demand is insistent for protection of iron and steel for railroad uses upon which the operations of the mills are concentrated. Structural work is apparently held as of little account, but the record shows that even during the recent years of industrial depression production of such material was active and increasing and, moreover, every large city in the country shows marked progress in building operations.

That unfailing barometer of business conditions—bank clearings—shows improvement compared with last year in every city of the country; this record is truthful, it cannot be assailed, speculation is depressed and, therefore, the increases in bank



## MME. YALE'S

### ALMOND BLOSSOM COMPLEXION CREAM

GREATEST TOILET LUXURY MADE

CLEANSSES, SOFTENS, PURIFIES, WHITENS AND BEAUTIFIES THE SKIN. SOAP AND WATER ONLY CLEANSE SUPERFICIALLY.

Mme. Yale says: A little Almond Blossom Complexion Cream should be applied every time the face and hands are washed. It removes the dust, soot, grime, smut and smudge from the interstices of the skin and makes the surface smooth as velvet.

A daily necessity at home and abroad; a treasure when traveling by land and water. Protects the skin from cutting winds, burning rays of the sun and every injurious effect of the elements. Prevents and cures abnormal redness of the nose or any part of the face, also chapping, chafing, cold sores, fever blisters and all irritation of the skin. It is the greatest known specific for burns, takes the fire out quicker than anything else, soothes, heals and prevents scars and suppuration. Indispensable for use of infants and every member of the household. An exquisite natural beautifier. A grateful application after shaving. Excellent for massage purposes. Mme. Yale's Almond Blossom Complexion Cream is now sold in two sizes.

50c and \$1.00

## WRIGHTS

exchanges cannot be attributed to this influence. It must reflect improved trade conditions, and this fact is shown by an analysis of the returns. With every section of the country fully prepared for industrial and commercial progress; with money in almost unprecedented supply; credit unimpaired; confidence abounding and every interest restive because of delay the removal of the sentimental barrier to general recuperation will give a wonderful impetus to every form of activity.

### THEY INJURE CHILDREN

Ordinary Cathartics and Pills and Harsh Physic Cause Distressing Complaints.

You cannot be over-careful in the selection of medicine for children. Only the very gentlest bowel medicine should ever be given. Ordinary pills, cathartics and purgatives are too apt to do more harm than good. They cause griping, nausea and other distressing after-effects that are frequently health destroying and a life-lasting annoyance.

We personally recommend and guarantee Rexall Orderlies as the safest and most dependable remedy for constipation and associated bowel disorders. We have such absolute faith in the supreme virtues of this remedy that we sell it on our guarantee of money back in every instance where it fails to give entire satisfaction, and we urge all in need of such medicine to try it at our risk.

Rexall Orderlies contain an entirely new ingredient, which is odorless, tasteless and colorless. It embraces all the best qualities of the soothing, laxative, strengthening and healing remedial active principles of the best known intestinal regulator tonics.

Rexall Orderlies are extremely pleasant to take, are particularly prompt and agreeable in action, and may be taken at any time, day or night; do not cause diarrhoea, nausea, griping, excessive looseness, or other undesirable effects. They have a very natural action upon the glands and organs with which they come in contact, act as a positive and regulating tonic upon the relax, dry muscular coat of the bowel, remove irritation, dryness and soreness, overcome weakness, and tone and strengthen the nerves and muscles, and restore the bowels and associate organs to more vigorous and healthy activity.

Rexall Orderlies not only cure constipation, but they remove the cause of this ailment. They also overcome the necessity of constantly taking laxatives to keep the bowels in normal condition.

There is really no similar medicine so good as Rexall Orderlies, especially for children, aged and delicate persons. They are prepared in tablet form and in two sizes of packages; 12 tablets, 10c, and 36 tablets 25c. The T. H. Carr Drug Co., 25th and Grant.

### CONSERVATION OF NATURAL RESOURCES TO BE FOLLOWED

Washington, March 26.—The work of conserving the nation's natural resources will be continued with renewed vigor, notwithstanding the fact that congress adopted an amendment to the civil sundry act, cutting off the appropriation of the national conservation commission.

Through private contributions, national headquarters with Thomas R. Phipps, secretary in charge of the joint committee on conservation representing the states and nation, have been established here for carrying forward vigorously the co-operation work, which has been going on under the conservation commission.

President Taft intends to ask congress for an appropriation for the use of the commission.

### TO INLAND AUSTRALIA FOR YOUR HEALTH

ROUND TRIP ONLY \$1.00

If you are a catarrh, asthma or hay fever sufferer, what would you say if the above offer was made to you?

How would you like to go to the mountainous forests of pine and eucalyptus, where catarrh and asthma do not exist? Where the people do not have to hawk every morning, to spit out the lump of disgusting mucus? Where the healing, antiseptic balsams purify the air and kill all germs? You can't go to this ideal spot, of course. You have't time, and possibly not money.

Ask Badcon's Pharmacy about Hyomei, the Australian dry air cure. Get an outfit, which includes inhaler, for \$1.00, breathe the same air that you would find in Australia, and if it does not heal the raw membrane and cure you of catarrh, snuffles, cough, cold or asthma, you can have your money back.

### FAMOUS AUTHORITY ON MILLINERY IS DEAD

Chicago, March 26.—Mrs. Ida Hunt Marshall, known throughout the United States as "Mme. Hunt," an authority and lecturer on fashions and ordinary attainments on millinery, died at a hospital late last night, as the result of having been struck by a street car.

Mme. Hunt, who for many years had been president of the National Milliners' association and who had managed numerous millinery exhibitions in Chicago, was crossing a street on the way to home when she met with the accident. Her collarbone, right arm and three ribs were broken. She lost consciousness and never revived, dying at the hospital three hours afterwards.

### SOURCE OF TUBERCULOSIS IN VARIOUS INDIAN SCHOOLS

Washington, March 26.—A fruitful source of the spread of tuberculosis among the students at the various Indian schools is the careless use by them of wind instruments in the service bands. It has been learned through an investigation by the bureau of Indian affairs. It has been discovered that these instruments are fertile harboring places for tubercular bacilli and the disease is spread by the students passing the wind instruments from one to another. Orders have been issued that the use of these instruments be discontinued until they have been thoroughly disinfected.

WANT ADS BRING BIG RESULTS

## Our 3 Days Sale

### TABLES and SIDEBORDS

Ends Saturday Eve.

You can't afford to miss this

YOUR CREDIT IS GOOD

## OGDEN FURNITURE & CARPET CO.

HYRUM PINGREE, MGR.



Listen to this

The dearest suit you can buy may be the lowest in price. A suit that doesn't wear or hold its shape is dear, no matter how little you pay for it.

IF WE TAILOR YOUR SUIT its first cost will be no more than you ordinarily pay. Its better fit, its better wear, its permanent good shape, however, will make it really cheaper in the end than any other suit you could buy. Come in and be measured. You need a new suit, anyway. Why not have the best when it costs no more?

R. W. ANDERSON, 254 25th St. Ind Phone 895

## It's the Riverdale High Patent Flour that is the Best



IF YOU KNEW That there was a Laundry where your Collars, Cuffs and Shirts would always be carefully and perfectly laundered

WOULDN'T YOU BE INTERESTED?

Just such work can be found at our plant, as we have recently installed a machine to do away with the saw edges on collar band and collars. OGDEN STEAM LAUNDRY CO. Both Phones, 174. QUALITY COUNTS. ONLY LAUNDRY IN CITY HAVING A WATER SOFTENER.

## BROOM RESTAURANT REMOVED TO VIENNA CAFE

322 25th St. Meals same price as Broom Restaurant. Special Dinner 25c. Lunch from 11 to 4 p. m. Dinner from 4 to 8 p. m. LEE, FOON & TOM, Managers.

## SPECIALS For SATURDAY

We quote prices on the following goods at a great saving to you. You will notice we name the goods, giving the regular price and our special Saturday price. For example, sometimes you see sheeting advertised at 4c, but you don't always know what brand you will get—it may be a regular 4c sheeting.

## We Ask You to Notice These Prices

15c "Pieretone".....	11 1/2c
"L. L." 4-4 Sheeting.....	5c
"Agatha" Percale.....	13 1/2c
"Emerald" Lawn.....	22c
"Hope" Bleach.....	8 1/2c
"Fruit of Loom" Bleach.....	11 1/2c
\$1.50 "Perfection" Pillows, size 19x27, for.....	95c
10c "Expo" Fine Cambrie.....	7 1/2c
10c "Expo" Fine Bleached.....	7 1/2c
Blackstone A. A. Bleached.....	10c
"Admiral L. L." Bleached.....	6 1/2c
For Saturday we also give special prices on "Heather-bloom" and "Press de Sou" Linings.	
35c quality reduced to.....	28c
30c quality reduced to.....	25c
25c quality reduced to.....	19c
20c quality reduced to.....	16c
17 1/2c quality reduced to.....	13c
15c quality reduced to.....	12 1/2c
12 1/2c quality reduced to.....	10c

Thousands of other bargains in all parts of the stores.

## CLARKS' STORES

WANT ADS BRING BIG RESULTS

## SHREDDED WHEAT

Fresh from our two million dollar sunlit bakery. Crisp, delicious, nutritious. Try it for breakfast with milk or cream.